

ORDER

KSNV

Orders

Order / Rev: **102150**
 Alt Order #: **06817867**
 Product Desc: **DCCC**
 Estimate: **1194**
 Flight Dates: **10/16/12 - 10/22/12**
 Original Date / Rev: **05/24/12 / 10/03/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **Great American Media**
 Buying Contact: _____
 Billing Contact: _____
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Democratic Congressional Campaign**
 Demographic: **A35+**
 Product Codes: **PLI2**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PISSUE, GEN**

Revised
 New Business Thru: _____
 Order Separation: **00:05:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	\$86,950.00	\$73,907.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00
Totals	125	\$86,950.00	\$73,907.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$400.00		0.00						

Order / Rev: 102150
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 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC
 Estimate: 1194

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$400.00		0.00			
E 2	KSNV	10/16/12	10/22/12	Wake Up Early w/ Wagner Wake Up Early Wagner	CM	430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWT--S					4	\$200.00		0.00			
E 3	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$725.00		0.00			
E 4	KSNV	10/16/12	10/22/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	14	\$900.00	1	0.00	NM	14	\$12,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					14	\$900.00		0.00			
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
E 6	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$625.00		0.00			
E 7	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
E 8	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$500.00		0.00			
E 9	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 10	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 11	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	10	\$425.00	1	0.00	NM	10	\$4,250.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					10	\$425.00		0.00			
E 12	KSNV	10/16/12	10/22/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$325.00		0.00			
E 13	KSNV	10/16/12	10/22/12		CM	11am-12pm	MTWTF--	:30	10	\$325.00	1	0.00	NM	10	\$3,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			10		\$325.00		0.00				
E 14	KSNV	10/16/12	10/22/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$425.00		0.00				
E 15	KSNV	10/16/12	10/22/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Agenda 1230pm											
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$325.00		0.00				
E 16	KSNV	10/16/12	10/22/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$325.00		0.00				
E 17	KSNV	10/16/12	10/22/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$450.00		0.00				
E 18	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$725.00		0.00				
E 19	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$725.00		0.00				
E 20	KSNV	10/16/12	10/22/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$1,200.00		0.00				
E 21	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				Sa-Su Early News											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$675.00		0.00				
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$1,300.00		0.00				

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Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC
 Estimate: 1194

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	4		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF----	:30		(\$1,300.00)		0.00	NM		
See MG 22.5															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
4	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF----	:30		(\$1,300.00)		0.00	NM		
See MG 22.6															
[na debates]															
5	KSNV	10/16/12-10/16/12		Jeopardy in PRIME		M-SA 8-11p / SU	-T-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.3 10/16															
[INV CODE]															
6	KSNV	10/22/12-10/22/12		Jeopardy in PRIME		M-SA 8-11p / SU	M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.4 10/22															
[INV CODE]															
E 23	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/16/12-10/22/12		M-F Wheel		7-730pm	MTWThF----	:30		(\$1,300.00)		0.00	NM		
See MG 23.7															
[na debates]															
2	KSNV	10/16/12-10/22/12		M-F Wheel		7-730pm	MTWThF----	:30		(\$1,300.00)		0.00	NM		
See MG 23.6															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
6	KSNV	10/16/12-10/16/12		Wheel of Fortune in PRIME		M-SA 8-11p / SU	-T-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 23.2 10/16															
[INV CODE]															
7	KSNV	10/22/12-10/22/12		Wheel of Fortune in PRIME		M-SA 8-11p / SU	M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 23.1 10/22															
[INV CODE]															
E 24	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$525.00		0.00						
E 25	KSNV	10/22/12	10/22/12	Mon PR 8-9p Monday Prime 8-9pm	CM	8-9pm	M-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$4,000.00		0.00						
E 26	KSNV	10/21/12	10/21/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$1,600.00	2	0.00	NM	2	\$3,200.00
NEWS AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$1,600.00		0.00						
E 27	KSNV	10/21/12	10/21/12	LAW & ORDER (synd) RM Law & Order (synd) PRIME	CM	SU 10-11P	-----S	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$900.00		0.00						
E 28	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	2		\$1,200.00		0.00						

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,100.00		0.00						
E 30	KSNV	10/16/12	10/22/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	8		\$500.00		0.00						
													Totals	125	\$86,950.00